



THE CHANGING CONSUMER DEMOGRAPHICS:

An FTC Workshop - December 6, 2016

MARKETING TO DIFFERENT CONSUMER POPULATIONS

Research Presentation

Yannis Spiliopoulos, Columbia University

Vincent Toubiana, Commission Nationale de
l'Informatique et des Libertés

MARKETING TO DIFFERENT CONSUMER POPULATIONS

Orlena Blanchard, Joy Collective

Xenia Boone, Direct Marketing Association

Edward Chang, Asian American Advertising
Federation

Horacio Gavilán, The Voice of Hispanic
Marketing

THE DEMOGRAPHICS OF CONSUMER COMPLAINTS & FRAUD

Devesh Ravel,
Bureau of Economics, FTC

Lunch

1 pm to 2 pm